



Building Strong and Resilient Businesses, Families, and Communities

Our Time Together



- Overview: Family Forward NC
- Share highlights of family-friendly workplace policies
- Review our employer tools and resources
- Share employer success stories
- Small group brainstorm!
- Family Forward NC Employer Certification



We are driven by a bold vision.

Each North Carolina child has a strong foundation for life-long health, education, and well-being supported by a comprehensive, equitable birth-to-eight ecosystem.

Our mission: To marshal North Carolina's great people, ideas, and achievements to ensure equitable access to opportunity and success for every child by the end of third grade.

Family Forward NC



Family Forward NC is an innovative initiative to improve children's health and well-being and keep North Carolina's businesses competitive.

It is employer-led change to increase access to research-based, family-friendly, industry-appropriate practices—big and small—that increase workplace productivity, recruitment and retention; grow a strong economy; and support children's healthy development.

Business Smart. Family Friendly. Future Ready.



Business Smart:

- Recruit and retain talented workers;
- Increase productivity;
- Reduce tardiness and absenteeism;
- Encourage workforce participation



Family Friendly:

- Improve job satisfaction;
- Reduce parent stress;
- Support health and economic security



Future Ready:

- Increase a child's IQ;
- Support higher high school graduate rates and educational attainment

Engage & Inspire



- Published and recently updated Guide to Family Forward Workplaces, informed by an Advisory Council and employers and employees across the state
- Published **37 case studies** to date
- Directly reached more than **7,400 employers**
- COVID-19 resources shared with **190,000 employers**
- Established a second Advisory Council to inform and advise the certification
- Partnered with local nonprofits, local chambers of commerce, the NC Department of Commerce, EDPNC, SBTDC and the Small Business Development Center Network of the NC Community Colleges

Children's Health and Well-Being

Brains are built, not born.

- The most rapid period of development happens from **birth to eight**.
- End of third grade outcomes **predict academic achievement and career success**.
- Early experiences are **built into a child's body**, shaping brain architecture. Every experience forms a neural connection at a rate of a more than **one million synapses per second**.



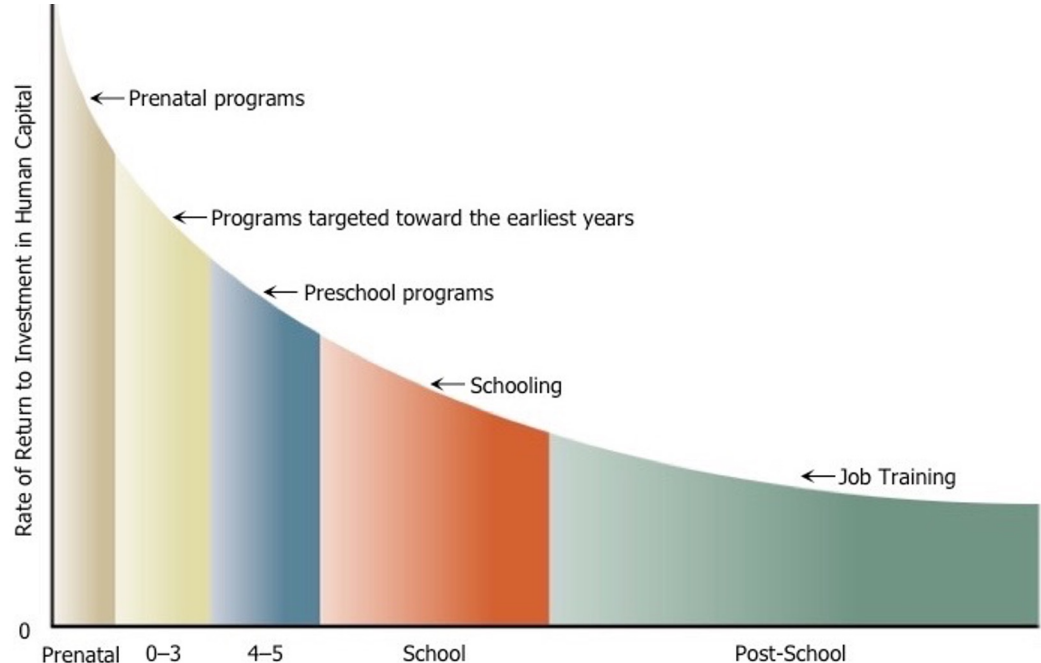
Human capital creates economic capital

“The foundation for school, career and life success is largely determined through the development of cognitive and character skills beginning in children’s earliest years.”



Nobel Laureate
Professor James Heckman

13% Return on Investment



36%

of NC 4th graders in
2019 scored
at proficiency or
above
in reading as
measured
by NAEP

18%

of NC high school
graduates met all
four ACT college
readiness
benchmarks
in 2020-2021

Disaggregated by Race - 4th graders

White - 49%; Black - 20%

Hispanic - 23%; Asian - 59%

American Indian/Alaska Native - 16%



Only **3.4%** of all NC families have a stay-at-home parent who cares for children full time.



Parents and caregivers are passing up work opportunities, switching jobs, quitting, and interrupting their education.

Lack of Supports Contributes to the Disruption



- Quality, affordable and equitable child care is **inaccessible to most parents**
- NC families with one infant and one toddler **spend one third** of their income on child care
- Just **one in five** North Carolina workers have access to paid family leave
- Forty-one percent of adults in the US working in hourly jobs say they know their work schedule **one week in advance or less**

The Good News Workplace Policies Deliver Results



[The Opportunity](#) ▾

[Workplace Guide](#) ▾

[Directory](#)

[Resources](#) ▾

[The Latest](#) ▾

A close-up photograph of a man with a beard and glasses, wearing a dark jacket, kissing a young child on the cheek. The child is smiling broadly, showing their teeth. The background is a blurred teal color.

**Family-friendly
workplaces
strengthen our
state**

19 Research Based Workplace Policies

Wage and Paid Leave Policies

Parental Leave

Sick and Safe Leave

Family and Medical Leave

Parental Involvement Leave

Family Sustaining Wage

Scheduling

Flextime

Working from Home/
Telecommuting

Job Sharing/
Part-time work

Predictable Scheduling

Accommodations and Support

Support for Breastfeeding Mothers

Babies at Work

Pregnant Worker Accommodations

Child Care

Backup or emergency care

On-Site or Consortium Child Care

Subsidized/
Reimbursed Child Care

Child Care Resources Referral

Health and Wellness Benefits

Health Insurance and Wellness Benefits

Flexible Spending Accounts (FSA)

Employee Assistance Plan (EAP)

Sick, Safe, Family and Medical Paid Leave



Workplace Policies that **Deliver Results**

Benefits to Employers

- Reduces health care costs
- Provides healthier work environment
- Increases productivity
- Increases retention
- Reduces absenteeism

Benefits to Parents

- Encourages preventative healthcare
- Quicker recovery time
- Allows employees to care for themselves and their children
- Reduces chances of other employees becoming ill

Benefits to Children

- Children get better more quickly
- Reduces spread of flu-type illnesses

Paid leave allows low-wage workers to keep their jobs, stay in the labor force and move upward.



- Lack of paid leave **exacerbates the inequalities** that come with the wage gap including access to health care
- Lack of paid leave frequently **leads to lost wages** and job loss, particularly among low-wage earners
- Access to paid family leave increases the likelihood that workers will remain in the workforce and can **raise their long-term earnings**

Paid Sick Leave Saves Lives



Study by the Center for Aging and Policy Studies at Syracuse University

Published in the American Journal of Preventive Medicine - 8/22

- Examined U.S. **county-by-county death data** on 25- to 64-year-olds from 1999 to 2019
- Each additional hour of paid sick leave linked to a **significant decrease in death rates** from suicide and homicide for men, as well as homicide and alcohol-related deaths for women
- Projection that death rates could potentially **drop by more than 5%** in large central metro counties if they required a 40-hour annual paid sick leave requirement

Workplace Policies Deliver Results Child Care



Types of Child Care

- Backup or emergency care
- On-site or consortium sponsored care
- Subsidized/Reimbursed care or child care referral

Results

- Reduces stress
- Improves productivity and increases recruitment, retention
- Reduces absenteeism
- Improves family economic security
- Improves high school graduation rates, overall educational attainment

Business Smart. Family Friendly. Future Ready.

Inadequate child care costs our state economy \$2.9 billion



- \$1.5 billion in parental income
- \$507 million in business revenue
- \$414 million in state tax revenue

Survey conducted October 2020 of 800 parents in NC and economic analysis conducted by Dr. Clive Belfield, professor of economics at City of New York University.

**TOTAL
ECONOMIC
IMPACT**

PRE-PANDEMIC
\$2.4 BILLION

MID- PANDEMIC
\$2.9 BILLION

Predictable Scheduling



Workplace Policies that **Deliver Results**

Benefits to Employers

- Increases productivity
- Increases retention, reducing turnover
- Reduces absenteeism
- Increases morale, loyalty, commitment

Benefits to Children and Families

- Allows employees to plan for child care, transportation and budgets
- Leads to better child outcomes because of more stability for child care arrangements
- Lowers stress for parents and improves overall healthy behaviors



Katie Button, CEO and Executive Chef, Katie Button Restaurants

Making family-friendly benefits work with tight margins
Three James Beard Award nominations
2019 Business NC Trailblazer

Family Forward NC Guidance and Tools



Resources for employers



- ✓ Employee survey
- ✓ Child care needs assessment
- ✓ Current Policy Assessment
- ✓ Cost of doing nothing
- ✓ Sample Policies



*You can find these resources here: <https://familyforwardnc.com/for-employers/>

Resources Demo



Sample Employee Survey

Editor's Note: This survey is meant as a starting point and can be customized as needed.

We recognize the value of our employees and want to ensure that we offer the best workplace we can. To be most effective, we want to hear from you about which benefits work well for you and your family and where there may be gaps that our company should understand and seek to address. We want to ensure the best fit for the people who work here! Please take a few minutes to answer the survey.

1. What is your job title? _____

2. What is your age? ☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ 65+

3. If you have children, please share their ages: _____

4. Do you consider our workplace "family friendly?" ☐ Yes ☐ No

5. Please tell us why you think that. How can we provide a workplace that promotes work-family balance?

6. What are three things that our company does for employees that you love?

7. How satisfied are you with the current benefits offered?

- ☐ Very Dissatisfied
- ☐ Dissatisfied
- ☐ Somewhat Satisfied
- ☐ Satisfied
- ☐ Very Satisfied



Sample Employee

Editor's Note: This survey is r

We recognize the value of our workplace we can. To be most work well for you and your family, we understand and seek to address your needs here! Please take a few minutes

1. What is your job title? _____

2. What is your age? ☐ 18-24

3. If you have children, please

4. Do you consider our work

5. Please tell us why you think your work-family balance?

6. What are three things that

7. How satisfied are you with

- ☐ Very Dissatisfied
☐ Dissatisfied
☐ Somewhat Satisfied
☐ Satisfied
☐ Very Satisfied



Child Care Needs Assessment Note: This survey is meant as a starting point and can be customized as needed. It has been adapted from a survey created by the Child Care Services Association.

Child Care Needs Assessment

We are assessing how to support our employees with caregiving responsibilities. Please answer this short survey to help us determine your needs. Responses will be kept confidential and results reported in aggregate.

1. Which best describes your typical work schedule?
 - a. Standard full-time (e.g. Mon-Fri, standard business hours)
 - b. Flexible full-time (e.g. 40 hours/week, with flexible hours)
 - c. Standard part-time (less than 40 hours/week, within standard business hours)
 - d. Flexible part-time (less than 40 hours/week, with flexible hours)
 - e. Full-time, currently on leave
 - f. Part-time, currently on leave
 - g. Other (Please specify)
2. Where are you currently working:
 - a. On-site
 - b. Telecommuting
 - c. Both
 - d. Other (explain):
3. Please select all the answers that represent your caregiving situation:
 - a. I do not have caregiving responsibilities and don't plan to for the foreseeable future
 - b. I do not currently have caregiving responsibilities but anticipate having caregiving responsibilities within the next year
 - c. I do not currently have caregiving responsibilities but anticipate having caregiving responsibilities within the next 2-3 years
 - d. I have caregiving responsibilities for a child or children
 - e. I have caregiving responsibilities for a disabled, sick, or elderly loved one
 - f. Other (Please specify)
4. If you are a parent or care for a child, which of the following age groups do your



Sample Employee

Editor's Note: This survey is r

We recognize the value of our workplace we can. To be most work well for you and your family, we understand and seek to address your needs here! Please take a few minutes

1. What is your job title? _____

2. What is your age? ☐ 18-24

3. If you have children, please

4. Do you consider our work

5. Please tell us why you think our work-family balance?

6. What are three things that

7. How satisfied are you with

- ☐ Very Dissatisfied
☐ Dissatisfied
☐ Somewhat Satisfied
☐ Satisfied
☐ Very Satisfied

FAMILY

Child Care Needs
 customized as ne
 Association.

Child Care

We are assessing
 Please answer the
 kept confidential

- Which best describes your current child care arrangement?
 - Staying at home
 - Flextime
 - Staying at home
 - Flextime
 - Full-time
 - Part-time
 - Other
- Where are you currently working?
 - On-site
 - Telecommuting
 - Both
 - Other
- Please select all that apply:
 - I do not have caregiving responsibilities for a child or children
 - I do not have caregiving responsibilities for a disabled, sick, or elderly loved one
 - I do not have caregiving responsibilities for a child or children
 - I have caregiving responsibilities for a child or children
 - I have caregiving responsibilities for a disabled, sick, or elderly loved one
 - Other (Please specify)
- If you are a parent or care for a child, which of the following age groups do your

Family-friendly benefit	Current benefits offered (describe details of the benefit offered)	Are there federal and/or state laws and regulations?	Benefit cost per employee	Number of employees expressing interest in the benefit (use survey results)	Next steps
Maternity Leave		Yes			
Paternity Leave		Yes			
Sick and Safe Leave		Yes, in certain circumstances			
Family and Medical Leave		Yes			
Parental Involvement Leave		Yes			
Flextime					
Telecommuting					
Job Sharing and/or Part-Time Work		Yes, for nonexempt workers			

Current Policy Assessment Worksheet

Editor's Note: Federal and state regulations apply to several of the benefits listed. An overview of requirements is included on page 82 of the full guide (www.familyforwardinc.com/guide). Employers should seek legal counsel to understand their obligations. The information provided here is for informational purposes only and does not constitute legal advice.

Sample Employee

Editor's Note: This survey is r

We recognize the value of our workplace we can. To be most work well for you and your family, we understand and seek to address your needs here! Please take a few minutes

1. What is your job title? _____

2. What is your age? ☐ 18-24

3. If you have children, please

4. Do you consider our work

5. Please tell us why you think your work-family balance?

6. What are three things that

7. How satisfied are you with

- ☐ Very Dissatisfied
- ☐ Dissatisfied
- ☐ Somewhat Satisfied
- ☐ Satisfied
- ☐ Very Satisfied

Child Care Needs
customized as no
Association.

Child Care

We are assessing
Please answer the
kept confidential

1. Which best describes your current situation?
 - a. Stay-at-home parent
 - b. Flexible work schedule
 - c. Stay-at-home parent with flexible work schedule
 - d. Flexible work schedule with stay-at-home parent
 - e. Full-time parent
 - f. Part-time parent
 - g. Other
2. Where are you currently working?
 - a. On-site
 - b. Telecommuting
 - c. Both
 - d. Other
3. Please select the type of work arrangement you are currently using:
 - a. I do not have a work arrangement
 - b. I do not have a work arrangement
 - c. I do not have a work arrangement
 - d. I have a caregiving responsibility
 - e. I have a caregiving responsibility
 - f. Other (Please specify)
4. If you are a parent or care for

Family-friendly benefit

Maternity Leave

Paternity Leave

Sick and Safe Leave

Family and Medical Leave

Parental Involvement Leave

Flextime

Telecommuting

Job Sharing and Part-Time Work

Cost of Employee Turnover Calculator

Employee turnover is costing you, but how much? Enter your company's metrics to see how much employee turnover is costing you each year.

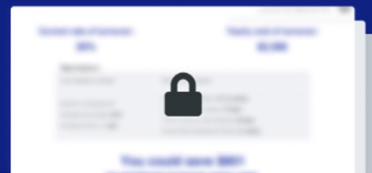


YOUR ESTIMATED ANNUAL COST OF EMPLOYEE TURNOVER

\$155,601

Want to dive deeper into these results with a PDF sent to your inbox?

Get your PDF



Source: <https://bonus.ly/cost-of-employee-turnover-calculator>

We recognize the value of workplace we can. To be n work well for you and your understand and seek to ad here! Please take a few mi

1. What is your job title? ..

2. What is your age? ☐ 18

3. If you have children, ple

4. Do you consider our wo

5. Please tell us why you t
work-family balance?

6. What are three things t

7. How satisfied are you w

- ☐ Very Dissatisfied
☐ Dissatisfied
☐ Somewhat Satisfied
☐ Satisfied
☐ Very Satisfied

Sample Policy: Paid Sick and Safe Leave

December 5, 2018 [Resources](#) [Uncategorized](#)

The following is adapted from a template sick and safe leave policy created by the Center for Law and Social Policy. For the original, [click here](#).

Eligible employees are entitled to accrue up to ____ days of paid time off per year for the illness of the employee or a family member, or to help ensure the safety of the employee or a family member as provided below.

Employees begin to accrue leave under this policy at the start of employment and can use leave anytime thereafter.

One hour of paid sick or safe time accrues for each ____ hours worked by the employee, up to a maximum of ____ days per year. All employees are eligible to accrue and use sick and safe time leave regardless of whether they are full-time, part-time or temporary workers, once they meet the eligibility requirements.

Sick or safe time can be used for:

- The employee's own illness, injury, or medical condition;
- The employee's need to obtain diagnosis or treatment or preventive care (i.e., doctor's appointments);
- The employee's need to care for a family member for reasons covered by Nos. (1) and (2), above;
- An absence resulting from the employee or a family member becoming a victim of stalking, domestic violence, or sexual abuse.

For more information about which absences qualify for sick or safe time leave, please contact _____.

A "family member" includes:

- A spouse, including a domestic partner;
- Parents of a spouse;
- Children (including foster children and grandchildren);
- Spouses of children;
- Parents;
- Brothers and sisters;
- Spouses of brothers and sisters;
- A child who lives with an employee and for whom the employee permanently assumes and discharges parental responsibility;

LOYEE TURNOVER

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t to your

Employer Workbook



- Reflect on Current State of Employer's Family-Friendly Workplace
- Initial Readiness Assessment of People First Culture
- Growth Opportunities for People First Culture
- Communications Planning Checklist
- Goal Setting and Implementation Planning

<https://familyforwardnc.com/returntowork/>

Employer Workbook



REFLECTION

Take a moment to think about the current state of your business with regard to the following issues, which are often strong measures of the family friendliness of any business. Determine what's going on by filling out the chart.

ANSWER HONESTLY HOW OFTEN THE STATEMENT IS TRUE FOR YOUR BUSINESS. *Mark your response in the appropriate column.*

	ALWAYS	SOMETIMES	NEVER	DON'T KNOW
Employees in our business can tend to personal or family matters without penalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our benefits and workplace practices are family- friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees have input on the things that matter to them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Everyone in our business has the access to same pay for same work and opportunity to advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are women in managerial and/or leadership roles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Reflect on Current State of Employer's Family-Friendly Workplace
(*complexity - low*)

Employer Workbook



READINESS ASSESSMENT

You may have many areas for growth opportunities, however it is best to start with small steps.

PICK TWO AREAS YOU WOULD LIKE TO FOCUS ON AS A RESULT OF THE ORGANIZATIONAL SELF-ASSESSMENT AND ESTABLISH A NEW GOAL.

1. What two areas have you chosen to improve as a result of the self-assessment?
2. How will you measure success with those two areas of growth (employee surveys, implementation of practices)?
3. What are the identified team members who can help support me with this effort (operations directors, front line managers, employees, human resources)?
4. Do I have the time and resources to achieve my goal? (cost of implementation, staff time needed). What barriers will you encounter?
5. Do I have the profit margin to allocate funds to achieve my goal?
6. Set a specific time frame when you will complete your goal. *List the specific date and be realistic with current resources how long that will take to implement.*
7. Write out your specific goal below: *For example, "I will implement weekly 1:1 mentoring sessions with managers and employees by December 31, 2020."*

- Growth Opportunities for People
First Culture (*complexity - high*)

Employer Workbook



MANUFACTURING INDUSTRY

READINESS ASSESSMENT

TO ASSESS THE CURRENT STATE OF YOUR ORGANIZATION'S PEOPLE-FRIENDLY PRACTICES, PLEASE CONSIDER THE ACCURACY OF EACH STATEMENT. Mark T for "True" or F for "False".

- | | | |
|----------------------------|----------------------------|--|
| <input type="checkbox"/> T | <input type="checkbox"/> F | 1. Employees are able to create their own work schedules. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 2. All of my employees earn at least \$12.00 per hour as base pay. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 3. We offer medical and dental benefits to all full-time employees. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 4. Leaders have weekly 1:1 meetings with staff that include listening to the employee, specific feedback on what is well, and goal setting. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 5. We offer predictable schedules that include consistent shifts. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 6. Staff are compensated with tips and have a base pay less than the minimum wage. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 7. We offer paid time off to all full-time employees. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 8. Leaders spend 1-2 hours per week talking to employees about what is important to them. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 9. We offer work from home options for positions that are computer-based and typically completed from an office setting. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 10. All staff make at least \$25,000 annually. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 11. Under our PTO policy, we offer paid sick leave that includes caring for sick family members. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 12. We conduct surveys to learn employee preferences at least annually. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 13. My employees are able to vary when they are able to begin and end their day. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 14. We subsidize or reimburse child care costs for employees. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 15. Leaders follow up with concerns raised by staff within one week of it being brought to attention. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 16. We offer health and wellness benefits that include programs like smoking cessation, financial planning resources, stress management programs, nutritional and weight loss programming. |
| <input type="checkbox"/> T | <input type="checkbox"/> F | 17. We offer paid maternity and paternity leave under our PTO policy. |



Section Two • Why Family-Friendly Small Businesses Work



Section Five • Implementing Family Friendly Practices



Section Six • Resource Guide

Questions?



Family Forward Employers



Pocket Prep



Durham, NC & Seattle, WA | 28 Employees

Family-friendly programs & benefits:

- Open/flexible PTO policy where number of days is not limited
- Paid parental leave: birthing parent 14 weeks; 6 weeks for other parents (plus ability to return at part time)
- Medical, dental, vision benefits covered at 100% for employee, at 80% for dependents
- 2-3 week company-wide paid Winter Break plus 10 paid holidays
- Volunteer Time Off plus parental involvement leave that exceeds NC requirements

Pocket Prep



Durham

IMPACT

Family-First

- **Organizational Focus & Outcomes**
- **Talent Attraction & Retention**

• Unl

• Paid

• Me

• 2-3

• Op

CEO and Cofounder Peter Murphy says "The War on Talent doesn't really affect us." And "We've been able to scale and grow because we don't have to worry about replacing people all the time."

st time

Redwoods Group



Morrisville, NC | ~100 Employees | Insurance

Family-friendly programs & benefits:

- Unlimited sick and vacation time
- Paid parental leave: Maternity leave is 12 weeks in addition to an initial short-term disability leave of 6-8 weeks. Paternity leave is 12 weeks
- Employee Assistance Program: Available to all employees and their household family members
- Rainy Day Loan Program: short-term loan designed to help in unforeseen emergencies, expenses or bills

Redwoods Group



IMPACT

Morris

Family-

- Unl

- Paid

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hou

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emergencies, expenses or bills

- **Recruitment**
- **Retention**
- **Employee satisfaction**

HR Director Jennifer Keys explained that supporting employees creates the kind of working environment everyone enjoys. "Our employees are very grateful for the flexibility and support that Redwoods provides," she says, "This definitely helps with retention and recruiting new hires."

initial short-

air

foreseen

Aeroflow Healthcare, Inc.



Asheville (HQ) | 400 Employees | Medical Devices

Family-friendly programs & benefits:

- 6 weeks paid maternity leave (2 weeks paternity leave) following a birth or adoption
- A one-year free subscription to diapers through the company's "Diaper Club" for the first year of a child's life or adoption placement
- Reimbursement of adoption costs for up to 50% or \$5,000
- Reimbursement of up to \$300 for birth or postpartum doula
- Dedicated lactation facility for mothers who wish to breastfeed or express milk with breast pump and breastfeeding supplies
- Health, dental, and vision insurance and optional life insurance
- Paid vacation, sick and PTO (after 90 days of employment)

Aeroflow Healthcare, Inc.



Ashley

Family

IMPACT

- **Employer Brand**
- **Retention & Leadership Pipeline**
- **Employee Loyalty**

A parent who works at Aeroflow, **Megan**, says she feels valued, which makes her want to *plan a career* at the company she loves.

"I haven't felt the need to look for something else, and I have a lot of friends who are mothers and, depending on their employer, they are looking elsewhere..." she says. "I feel like (Aeroflow) values me, and I feel like they value me as an employee and as a mom."

- Paid vacation, sick and PTO (after 90 days of employment)

Business Smart

R. Riveter Leather Handbags



38 Full Time Employees
39 Contractors

Paid Leave: sick, vacation and holiday

Flexible Work

- Flexible Schedules
- Telecommuting

Accommodations: Lactation breaks



Business Smart

R. Riveter

IMPACT

- **Retention**
- **Engaged Employees**
- **Employee Loyalty**

“ Last year my son was diagnosed with AML (a form of Leukemia). It required 6 months of intense in-patient chemo. We would spend a month in the hospital and get a two-week break and then return for another month of treatment for six months. R. Riveter was completely supportive and let me work when I was able so my schedule was completely flexible to be able to get my job done and be there for my son.”

-- Office Manager Cheryl Duckett





[Lisa Bradley](#)
CEO and Co-Founder
R. Riveter

Brainstorm!



Break Out Groups

1. How do you start a conversation with employers in your area, or with your own leadership?
 2. What do you think the big obstacles would be for employers? What resources do you need to address those obstacles?
 3. What is the most common business need employers in your area face with regard to workforce? What family-friendly change would be most able to address it?
-
1. Share any success stories, tips, or advice you have from working with employers in your area!

Report out and Discussion





Family Forward NC Employer Certification

Family Forward NC Employer Certification



- Designation for employers that offer policies and practices that support the health and well-being of working families and children
- Provides employers with **public recognition** for offering family-friendly workplace benefits
- **Differentiate** business in a tight labor market
- Especially for employers with high turnover and those that are growing

Our Certification Model...



- **is rooted in equity** to encourage participation in underrepresented groups.
- **requires verification and transparency.** Employers must agree to share their HR handbooks, and employees are asked to take an anonymous survey about culture and policy use.

Our Certification Model...



- **is focused on what's best for children and families.**

We used:

- the **Pathways Measures of Success**;
- **best-practice guidance from medical organizations** such as the American Academy of Pediatrics; and
- **guidance from our partner early childhood focused organizations**, such as the Child Care Services Association.

BECOME A FAMILY FORWARD CERTIFIED EMPLOYER

HERE'S HOW



Step 1: Apply Online

The first step is to fill out our online application, which helps us determine if your policies meet our certification requirement thresholds.



Step 2: We Verify Your Policies

To verify your application, we will review your written policies and conduct a quick, 30-minute phone call with your HR leader (or the staff member in charge of HR). We'll also ask you to share a short survey with employees that asks about the policies and your company culture.



Step 3: We Welcome You to Our List of FFNC Certified Employers

Once we've verified your policies, you'll be granted a certification. Certification will be good for two years from the date we notify you about the final certification.

Levels, Size Categories, Fees



Engaged • Established • Leader

- 5 to 49 employees - \$200
- 50 to 99 employees - \$450
- 100 to 499 employees - \$750
- 500 employees or more - \$1,500

There is also a one time, nonrefundable application fee of \$50 to apply.

Certified employers receive:



- Access to **exclusive resources and programs** for certified employers to help them continue their journey. Program topics will include a deep dive into child care; understanding the law; etc.
- A listing in our **online directory** of certified employers
- Summary of **employee feedback**

Family Forward is possible!



KATIE BUTTON
RESTAURANTS



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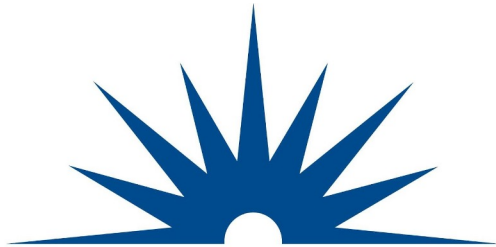


Questions about certification:
familyforwardnc@buildthefoundation.org

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